

Message Text

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COM:OED:DMS:JAMILLER

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FM SECSTATE WASHDC

TO AMEMBASSY STOCKHOLM PRIORITY

UNCLAS STATE 263367

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: COMMERCIAL PROGRAM: PROMOTION OF BUSINESS
TRAVEL TO USA

REF: STOCKHOLM 5248, STATE 169839, A-2763

1. LIST OF TEN U.S. TRADE SHOWS PLANNED FOR PARTICIPATION UNDER FOREIGN BUYER PROGRAM (FBP) JUNE 75 TO JUNE 76 BEING AIRMAILED SOONEST. STATE REPAIR GIVES FBP SHOWS THROUGH MAY 75. INFORMATION PACKET WILL INCLUDE FIVE USTS PROPOSED VIP SHOWS FOR CY 75 AS WELL AS LIST OF EIGHT IMPORTANT INTERNATIONAL SHOWS USTS PROMOTING BUT WITHOUT VIP STATUS.

2. JANUARY 7, 1974, ISSUE OF COMMERCE TODAY INCLUDES APPROXIMATELY 100 U.S. SHOWS WITH INTERNATIONAL INTEREST FOR CY 75. ADVISE WHETHER POST NEEDS COPY THIS ISSUE OF COMMERCE TODAY.

3. MORE THAN 4000 CONVENTIONS, EXHIBITIONS, TRADE SHOWS AND CONGRESSES ARE HELD EACH YEAR IN THE U.S. ON EVERY
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CONCEIVABLE TECHNICAL SUBJECT, PRODUCTS AND SERVICES.

THESE EVENTS ARE REGIONAL, NATIONAL, AND MANY ARE INTERNATIONAL IN SCOPE WITH SOME PURELY TECHNICAL IN NATURE OTHERS EXHIBITING EQUIPMENT AND SERVICES AND A LARGER PORTION BEING A COMBINATION OF BOTH. MANY U.S.

SHOWS LABELED AS NATIONAL ARE OFTEN MORE IMPORTANT TO A FOREIGN BUSINESS VISITOR SEEKING PRODUCTS, SERVICES AND TECHNOLOGY THAN THOSE BILLED AS INTERNATIONAL. THUS IT IS DIFFICULT TO PINPOINT THOSE SPECIFIC U.S. TRADE SHOWS AND EVENTS WHICH WOULD HAVE THE GREATEST APPEAL FOR A PARTICULAR OVERSEAS MARKET. AN ESTIMATED 200 MAJOR U.S. REGIONAL, NATIONAL AND INTERNATIONAL SHOWS HAVE WIDE ATTRACTION FOR OVERSEAS BUSINESS AND PROFESSIONAL VISITORS.

4. THE MOST COMPLETE LISTING OF ALL CONVENTIONS AND TRADE EVENTS HELD IN THE U.S. IS PUBLISHED BY SM/SALES MEETINGS MAGAZINE, AVAILABLE THROUGH SUBSCRIPTION FROM DIRECTORY OF CONVENTIONS, 633 THIRD AVENUE, NEW YORK, NEW YORK 10017 (22 DOLLARS PER YEAR WITH SUPPLEMENT).

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